



CJ 4DPLEX and Landmark Cinemas To Bring First 270-Degree Panoramic ScreenX Format To Exhibitor

*Landmark Cinemas' Launches First ScreenX Auditoriums
Pen Centre, St. Catharines Now Open
Surrey, Guildford Opens June 28*

JUNE 20, 2024 – CJ 4DPLEX, the world's leading producer of premium film formats and cinema technologies, and Landmark Cinemas, one of Canada's leading motion picture theatre exhibition companies, announced today they are opening the exhibitor's first cutting-edge ScreenX auditoriums. Landmark Cinemas' debut ScreenX theater is now open at Pen Centre in St. Catharines, Ontario and the company's second ScreenX auditorium, at its Surrey, Guildford location in British Columbia, will open on June 28th.

As the world's first multi-projection cinema, ScreenX offers moviegoers a captivating 270-degree panoramic viewing adventure and invites them into an unparalleled, virtual reality-like setting. By seamlessly extending specially selected sequences of the film onto the left and right-side walls of the auditorium, ScreenX enhances the traditional movie-going experience by transporting audiences into the heart of the film.

Don Savant, CEO & President, CJ 4DPLEX Americas, stated, "By introducing ScreenX to Landmark Cinemas' moviegoers, we are enhancing the cinematic experience and offering moviegoers a truly differentiated way to enjoy their favorite films. This collaboration not only brings the cutting-edge format to new audiences across Canada but also significantly expands ScreenX's footprint in the market which aligns perfectly with our vision."

"We're excited to offer Movie Lovers the ScreenX moviegoing experience," says Dave Cohen, President, Landmark Cinemas. "ScreenX elevates the moviegoing experience by immersing Movie Lovers in the movie and combined with the added comfort of luxury recliner seating, they will enjoy an unprecedented moviegoing experience."

To date, there are over 390 ScreenX auditoriums around the world in 40 countries.

About CJ 4DPLEX:

CJ 4DPLEX is a leading, next-generation cinema technology and content production company, headquartered in Seoul with international offices in Los Angeles and Beijing. The company has created innovative cinema technology for theaters worldwide that include 'ScreenX', '4DX', and 'ULTRA 4DX' providing an entirely new cinematic experience through state-of-art technology to consumers. CJ 4DPLEX can be found at www.cj4dplex.com

CJ 4DPLEX is a part of the CJ Group conglomerate that also includes the entertainment powerhouses CJ CGV, the sixth largest multiplex theater company in the world, and CJ ENM (CJ Entertainment & Media).

ScreenX is the world's first multi-projection cinema system with an immersive 270-degree view. By expanding the screen to surround the audience with exclusive story-enhancing imagery, ScreenX places the audience directly at the center of the story, creating a visually immersive viewing experience unlike any other. To date, there are over 392 ScreenX auditoriums around the world in 43 countries.

4DX provides moviegoers with a multi-sensory cinema-going experience, allowing the audience to connect with the movies through motion, vibration, water, wind, snow, lightning, scents, and other special effects that bring the story to life. With an innovative in-house creative studio, each 4DX auditorium incorporates motion-based seating that has been synchronized with carefully crafted effects that deliver total immersion. To date, there are over 794 4DX auditoriums around the world, spanning over 71 countries.

ULTRA 4DX is a powerful combination of the “first” and “best” of our premium immersive theatre technology, ScreenX and 4DX in one auditorium. ULTRA 4DX provides the ultimate cinema experience which is a never-before-seen experience for cinemagoers. To date, there are 47 ULTRA 4DX auditoriums installed around the globe.

About Landmark Cinemas

A subsidiary of Kinopolis Group NV, Belgium, Landmark is Canada's second largest motion picture theatre exhibition company. From a single screen in 1965, today Landmark Cinemas welcomes Movie Lovers to share their love of movies and enjoy a perfect movie-going experience in 36 theatres and 299 screens from BC, throughout Western Canada and Ontario in multiple formats that include Premium Large Format (PLF) brands (Laser Ultra, IMAX®, Extra, Xtreme) and RealD 3D technology, and in select locations, the premium comfort of Premiere Seating or Full-Recliner Seating and with the added convenience of Reserved Seating. We are connected to the communities we serve, and our Cast and Crew are proud to support Kids Help Phone. As a National Sponsor of the *Walk So Kids Can Talk*, through promotional support and fundraising initiatives in our theatres, we are committed to support the mental health and well-being of both our youth Guests and Cast & Crew. Landmark's corporate headquarters is in Calgary, Alberta.

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